

## **ABSTRACT**

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### **PROFESSIONAL WORK ACTIVITIES OF THE MARKETING DIVISION ON EVENT ACTIVITIES AT PT BANU KREATIF INDONESIA**

*intern underwent three months of professional work at PT Banu Kreatif Indonesia, involved in two different events namely Planogram Goes To Medan 2024 and Warung Rojali. In Planogram Goes To Medan 2024, the intern tasks included campaigning through WhatsApp Blast and Email Blast, as well as administrative support including handling SPG, ecrac actors, sales reporting, and making activity reports. Other tasks, interns were also involved in assisting SPG, field coordinators, booth documentation, and stock administration in the Warung Rojali event. Both events are programs of the Ministry of Tourism and Creative Economy (Kemenparekraf) with a focus on digitalization to support the growth of creative economy actors in Indonesia. Interns are involved in all stages of activities, from planning to evaluation, which makes a valuable contribution in deepening their understanding of their field of work.*

**Keywords:** *Event Administration, Marketing Division, PT Banu Kreatif Indonesia, Planogram Goes To Medan, Warung Rojali*